

# Unlocking Growth: How Crawford Group Saved a Stalled Partnership

## Executive Summary

Crawford Group helped a client reverse declining service revenue with its largest partner, avoiding millions in losses. By diagnosing the issue, crafting a strategy, and executing it, they revived revenue and strengthened the partnership through focused collaboration.

## Customer Situation

The client was experiencing a significant decline in monthly service revenue with its largest partner. With millions in losses at stake, the client quickly needed to identify the underlying problem with the partner and develop a strategy to fix the problem.



# Solution

Crawford Group deployed a dedicated business development expert to revive stalled service deals and boost revenue. By highlighting the value of attaching services to sales, implementing targeted incentives, and building sales portals with performance data and educational resources, they drove a sharp increase in service contract execution and strengthened collaboration between client and partner teams.



## Measures of Success (ROI)

- Over **\$12 million** in business within one quarter - \$10 million of which was net new attached service contracts
- **80%** attach rate of services to sales contracts for the first time in the history of their partnership
- **Strengthened** partnership between key decision makers and influencers at the client and partner organization.